LC Control Number

clc96 000425

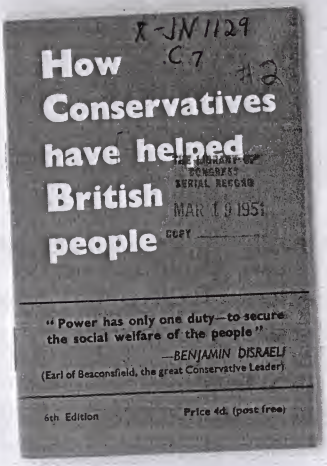
X Collection

INDEX

Page: 1

Barcode Number	Box Number	Total of Volumes	Call Number
	766	43	no. 11 in oversize box JN1129.C7 (1947-1960) no. 1-44
	767A	163	JN15.E829-JN1129.C7 no. 164 no. 78 in oversize box
	767B	85	JN1129.C7-JN1129.L5 no. 165
	768	134	no. 114 in oversize box JN1129.C8-JN1129.U329

GENERAL ELECTION RESULT
X-JN 1129
.C7
H1
YOUR REWARD
EIGHTEEN
MONTHS
HARD
LABOUR
PAMPHLET
COLLECTIONS
A RECORD OF THE
SOCIALIST GOVERNMENT

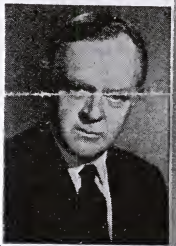

X-JN 1129
.C7
H2
How
Conservatives
have helped
British
people
THE LIBRARY OF
CONGRESS
SERIAL RECORD
MAR 19 1951
COPY
"Power has only one duty—to secure
the social welfare of the people"
—BENJAMIN DISRAELI
(Earl of Beaconsfield, the great Conservative Leader)
6th Edition
Price 4d. (post free)

X-JN 1129
.C7

FOCUS on Food

#3

'Do You Remember What Food Rationing Used To Be Like?' asks the Minister of Food in an exclusive message to Housewives



Major Lloyd-George, *the Food Minister, has been described as the man who has been "working himself out of a job" for, with the end of rationing, will come the end of the vast and expensive apparatus of controls. By skilfully carrying out the Government's policy of removing restrictions he is enabling the public to buy the food it requires at prices which are becoming more stable than at any period since the war.*

IT is so *easy* to forget! Yet it is not so long ago that shopping was a matter of shortages, queues and rationing, that the breakfast sausage failed to please and the Sunday joint was more of a joke than a feast.

Contrast the position to-day! There is a quantity and variety of food about such as the British table has not carried since before the war.

How has this been achieved? The Conservative Government have brought it about by abolishing the restrictions and austerities which go hand in hand with the "controls" and "planning" so beloved by the Socialists.

Higher Standard of Living

The plain truth is that Britain to-day is enjoying a higher standard of living than she did under the Labour Government and that the cost of living is steadier to-day than it has been since the end of the war, with earnings *ahead* of prices, instead of behind them.

The story of this achievement, which I hope you will read carefully, is told overleaf.

TORY M.P. 1955

2 - JAN 13
Copy-----1956

CONTENTS

Finance	2	Drink	4
Property	2	Food and Drugs	4
Steel and Engineering	3	Overseas	4
Transport and Shipping	3	Business-men	6
Textiles and Clothing	3	Education	6
Print	4	Tory Cousinhood	7
Building	4	The Family Trees	6

L.R.D. (PUBLICATIONS) LTD. **SIXPENCE**

X-JN1129
.C7

#4

In an article on the career of Sir Anthony Eden published in *Truth*, April 1st, 1955, the writer remarked:

> "The only phrase he is known to have originated is 'a property-owning democracy' and it is sometimes said that his greatest fear is that someone one day will ask him to explain it."

But it is clear from an analysis of the new House of Commons that what the Tories actually mean when they talk about a property-owning democracy is a Parliament dominated by big property owners, by people drawn from the ranks of company directors, shareholders, men from the City, the old-established wealthy families. In this pamphlet we examine the background and associations of the Tory party in the House of Commons. They leave no room for doubt.

Out of the 345 Conservative M.P., and their associates who were elected in the 1955 General Election, no less than 150 (or 43 per cent.) are or formerly were company directors. When it is realised that out of the entire adult population in this country only one person in every thousand is a company director it will be seen how much truth there is in the assertion that the Tories are a "cross-section" of the population.

Ministers are obliged to relinquish directorships of companies when they take office. In addition, one or two M.P.s tend to find life too arduous once they are in the House, and drop their directorships for the time being. There are 21 such M.P.s whose directorships totalled 47 before the Tory Government took office in 1951. A further 129 M.P.s held 468 directorships in 1954. This is actually a conservative reckoning, because it is confined to companies listed in the *Directory of Directors* where small companies are sometimes omitted.

Of the 515 companies mentioned, many are subsidiaries of larger companies, and a few are small private ones. But information is readily available about 202, and these show a combined issued capital of just over £500 million. This total excludes subsidiary companies, and it excludes those insurance companies which have M.P.s on local boards only. It must be remembered that the issued capital is often very much less than the amount of funds which these companies control, particularly in the case of insurance companies.

Apart from this, there are eight members of the House of Lords with Government posts who formerly held between them 45 directorships. Excluding those companies already included among the 515 mentioned above, these show a combined issued capital of £35 million.

On another page we list 50 of the leading companies represented in the House. It can be seen at a glance that they include many of the largest and most powerful concerns in the country.

X-JN1129
G1

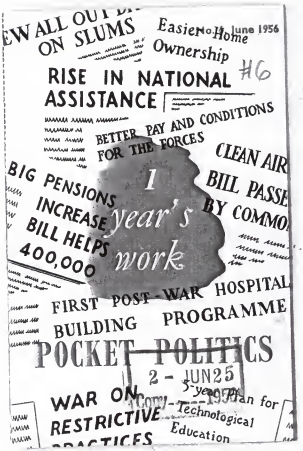
#5

THE CONSERVATIVE AND UNIONIST PARTY'S POLICY

UNITED FOR PEACE AND PROGRESS

GENERAL ELECTION 1955

PRICE 6d.



X-JN1129
.C7

2 - MAY - 4
1956

TECHNOLOGY under the Tories

#7

A further campaign to improve and expand technical education has been launched—the most ambitious in our history. The object is to produce enough technicians and technologists to meet the challenge of a scientific age.

TECHNICAL BUILDING

£97 million will be spent on a five-year programme further to expand technical colleges.

In England and Wales: £70 million of building will be begun in the next five

Supplement to POCKET POLITICS

X-JN1129
.C7
#8

2 - MAY 11
Copy----1958

Restrictive Trade Practices

Price: Ninepence

X-JN1129
.C7
2 - MAY 11
Copy - - - 1956
#9

The Young Marrieds

Price: Sixpence

X-JN1129
.C7
#10

FIGHTING INFLATION

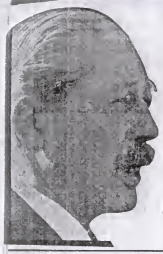
2 - MAR 28
Copy-----1956

CONSERVATIVE RESEARCH DEPARTMENT
Price 6d.
NCP 5 *March 12, 1956*

X-JN1129
C7

CHALLENGE

"THE battle against inflation is on. The Government is determined to do what is necessary, whatever it may cost in popularity or electoral fortune. We cannot drift to safety. But we can command it, if every citizen will help us in our country's cause."—*Sir Anthony Eden.*



"We want to safeguard the striking gains in our standard of life that have been achieved since the end of the war and to lay a firm foundation for our renewed progress. Never before has every individual home had so great a stake in the continued prosperity and solvency of Britain."
—*Harold Macmillan.*

NOW LET'S MAKE IT

PROSPERITY without INFLATION

AWAY WITH

THE Conservatives believe in free enterprise; they know that the prosperity of all of us is dependent on giving business full initiative for development.

That is why the Government have set about tackling those restrictive practices in industry which get in the way of enterprise and expansion.

What more can be done? Plenty. Apart from big business there are many other restrictive practices in our workaday life. We all know of them.

And we all know how they hold back production, push up costs and give our foreign competitors valuable advantages.

The Government have taken action in one field. Now it is up to trade unions voluntarily to follow the lead which they have been given. NONE OF US CAN AFFORD TO PUT OUR FEET UP.

BRITAIN is prosperous. NEVER BEFORE in her history has her standard of living been so good.

Wages are high, the shops are full, food is plentiful. AND YET BRITAIN IS IN TROUBLE.

AND we all know why.

After the bleak war years, and the depressing period of Life Under Socialism, the Nation has taken joyously to the prosperity which Tory freedom has brought.

And the Nation has overdone it.

In all directions the national effort has been stupendous. Records have been constantly broken. More houses than ever before, record production, record spending.

But the plain fact is that, as a nation, we are over-spending.

The Government is putting things right. The prosperity they gave the nation they want to keep. But they want to make it PROSPERITY WITHOUT INFLATION.

That is the aim, that is the purpose of the Government's policy.

GOOD LOCAL GOVERNMENT IS VITAL

WHAT have national affairs to do with local government? Does it really matter if you have a Socialist or a Conservative local Council?

Yes, it does! Your Council carries out vital functions, housing among them. When there was a Labour Government local Councils were restricted in their building programmes, for then they had to work under controls and "allocations."

The Labour Government's housing programme was a cramped one and local Councils suffered. Under the Conservatives it has been the other way around. Good Conservative government has meant better local government.

This is only one example. There are many others. That is why when we say "Good Local Government Is Vital" we also mean it is vital for you to vote Conservative to get it.

2 - NOV 18
Copy 1957
X-JN1129
.C7
#12

LABOUR'S RENT POLICY IS

"CHILDISH AND DECEITFUL"

What is Labour's alternative to the Rent Act?

What would *they* put in place of the safeguards and fair treatment for tenants which the Government has arranged?

They said they would repeal the Act.

Would that mean a return to "as you were"?

Of course not!

They are trying to hoodwink tenants. The Minister of Housing, Mr. Henry Brooke, at Brighton on October 9, condemned their statement as:

"*Childish and deceitful playing with words.*"

If Labour won the next Election tenants would *not* automatically have their rents reduced. As Mr. Brooke explained:

"They will go on paying whatever new rent they will be paying when the Election comes, until 5 million cases have

X-JN1129
.C7
#13
2 - DEC - 3
Copy 1957

SOCIALISM CREEPS IN

Plans for Taking Over Britain by the Back Door

AT the recent Socialist Party Conference the official policy statement, Industry and Society, *was approved by a large majority. This is a fact of immense significance to the nation.*

" *Nationalisation* " *had become an unpopular word. A* News Chronicle *Gallup Poll had shown that only* 18 *per cent. of the people wanted more nationalisation ;* 27 *per cent. wanted more denationalisation and* 40 *per cent. would leave things as they were.*

On the day these figures were published two Socialist policy pamphlets appeared. One, Public Enterprise, *sought to whitewash the original nationalisation policy. The other,* Industry and Society, *aimed at extending it through nationalisation by the back door.*

Public reaction was revealed by the Gallup Poll. There was also an obvious split between the open nationalisers and the new nationalisers-by-stealth. These two considerations, taken together, explain the new policy statements. These are political and not economic documents. They are attempts at compromise between the Socialist Left and Right wings—attempts to achieve Socialism by stealth.

The latest Party Conference has now overwhelmingly endorsed the attempt.

As a sop to the Left wing the vital industries of steel and road haulage, which are now functioning well, are to be renationalised —for no stated reason.

Deliberately vague

FOR further nationalisation no detailed list of industries is given. In 1949 the Socialists threatened to nationalise sugar, cement, water, meat and industrial assurance. In 1953 the list was water, engineering, machine tools and chemicals, with possibly the aircraft industry, heavy electrical engineering, industrial assurance and agricultural land thrown in.

This time the details are left deliberately vague. Instead, Socialists call for a blank cheque. They " reserve the right to extend public ownership to any industry or part of industry " as they think fit. They say they would only take over industries which were " failing the nation." But *they* will decide on the definition of " failure." *They* will be judge and jury in their own case.

As the *Daily Herald* put it : " *It* [the new Socialist programme] *leaves the next Labour Government free to adopt whatever ways of extending social ownership it thinks best to fit particular circumstances.*"

Infiltration

SOCIALISM is to infiltrate by investment in private industry. Shares are to be acquired in some or all of the 512 largest companies—not, apparently, to improve their efficiency, which is recognised, but as a step towards greater " equality."

Where is the money for this investment to come from ? From the Pension funds of the Socialist superannuation scheme.

So much for Mr. Bevan's statement, that " *I do not believe it is a good idea that a*

2 - NOV 18
Copy 1957
X-JN1129
.C7
#14

A NEW FAITH IN OURSELVES

Lord Hailsham on the Nation's Need

The following is the text of the Party Political Broadcast by the Rt. Hon. the Viscount Hailsham, Q.C., Lord President of the Council and Chairman of the Party Organisation, on Saturday, October 5, 1957.

I HAVE been thinking very deeply since my appointment about the message the country needs at the present time. You may think that rather presumptuous of me. And when I think of the greatness of this country and all the multitudes of generous, skilled and intelligent people in it, in a sense I would agree.

But you will also agree that it has been my duty to think in this way. That is why I asked for letters and suggestions. And I got them. More perhaps than I bargained for.

Public opinion

But you may take it that I now know what you have to say. You have told me all about Suez and Cyprus and the middle class, and the Rent Act, and the high cost of living, and your concern for Britain's position in the world, and the Trade Unions and the old age pensioners. And I don't forget the equally important group of people struggling to survive on tiny fixed incomes, incomes which would make the modern factory worker sick with compassion if he really knew what they meant.

I think I know it all and I think I accept it all, as a genuine expression of your feeling in the matter.

Now I want to say something to you. I want to say it as a Conservative because, of course, this is a Party political broadcast. But I want to say it much more as one who, like you, is distressed and grieved about our country and wants to do the right thing for her. And I want to say it as one who does know your troubles and who does really care about them.

Morale of a Nation

As I sat and read your letters it came to me with a blinding clarity that there was something missing. This missing link is more important than anything you put in. It came to me quite plainly that if I were to succeed I must try and help restore the morale of a nation, no less than restate the faith of a Party.

You may think that this, too, is a piece of effrontery. It is not meant as such. No one can be guilty of presumption who is as desperately anxious as I that our nation should keep her feet upon the right road.

Sense of direction

And my conviction is this. What we need is not so much policies, although these are

2-DEC-3
Copy 1957
X-JN 1129
.C7
#15

THE RENT ACT

What it Really Means

Are you puzzled by the row over the new Rent Act? Have you wondered what it will mean to you and to all of us?

Then see what a Labour lecturer in Economics has to say in the Fabian Society pamphlet, HOME OWNERSHIP, published in June, 1957.

The first sentence of the introduction reads:

"There are strong and justifiable sentiments in favour of private ownership of houses."

On page 24 occurs the following passage. It is taken direct from the pamphlet, is not amended and is not "out of context":

"The community has an interest in seeing that its stock of houses is properly used, and not wasted by under-occupation at a time when many families are overcrowded. An owner-occupied house is unlikely to be released by its owner, even if it has become a burden to him, if he cannot easily obtain suitable accommodation. The effects of rent control, and the artificial market for houses to sell, have often made this difficult in the post-war years.

Mobility

"The difficulties of moving house and the tendency to under-occupation of the nation's stock of houses are features that have characterised rent-controlled houses. Tenants have been unwilling to move, when movement meant payment of a higher rent, if a house could be found at all. The higher rents due under the new Rent Act will often provide incentives to move. The removal of rent control from the owner-occupier's house will make it easier for him to let his house remuneratively when he moves; whether it will make it easier for him to sell and buy again, is more doubtful. Prices of old houses with vacant possession should tend, if anything, to fall with a greater loosening up of the housing market, so that an owner-occupier may lose badly; on the other hand, he should have less difficulty in buying again than at present."

These are the views of a thinking and intelligent member of the Labour Party.

Now what about all the anti-Rent Act nonsense you may have heard?

The truth is that this Act

IS WORKING TO THE ADVANTAGE OF ALL SECTIONS OF THE COMMUNITY

PY4388 Published by the Conservative and Unionist Central Office, London, S.W.1, and printed by McCorquodale, London, S.E.1

X-JN1129
.C7
2-DEC-8
Copy 1958
#16

PENSIONS

The Conservative plan explained

A SOUND SCHEME: LOWER PAID WORKERS PAY LESS

2-NOV-6i
Copy ____ 1958
#17
X-JN1129
.C7

more money in your pocket

Conservative Government means lower taxes for all

Every taxpayer in the country has benefited from these reductions

X-JN1129
.C7
#18

better living for you

Conservative Government means better living

Living standards in Britain are higher than ever before

X-JN1129
.C7
#19

you get more for your money

Conservative Government means value for money ⇨

Economies and wise spending have led to lower taxes

X-JN1129
.C7
#20

better health for you

Conservative Government means better health services

The nation's health is better now than it has ever been

X-JN1129
.G7
#21

more for the older folk

Conservative Government means more help for the pensioner

—more and better food, lower taxes, better health, housing and pensions

X-JN1129
.C7
#22

prosperity for farm and country

Conservative Government means a prosperous countryside

Production up, more security,

better rural amenities

X-JN1129
.CT
#23

more chances for your children

Conservative Government means better education ⇨

Sound policy has brought greater opportunity for all

K-JN1129
.C7

#124

more help for the family

Conservative Government means benefits for all

Conservative policy is to help parents to give the best opportunities to their children

X-JN1129
.C7

#25

more homes for all

Conservative Government means more houses

Over two million new houses have been built—more to rent and more to buy

X-JN1129
.C7
#26

more liberty for you

Conservative Government means freedom for all

Freedom from want, freedom from fear, freedom to get on

X-JN1129
.C7

POCKET POLITICS

BACK TO WORK

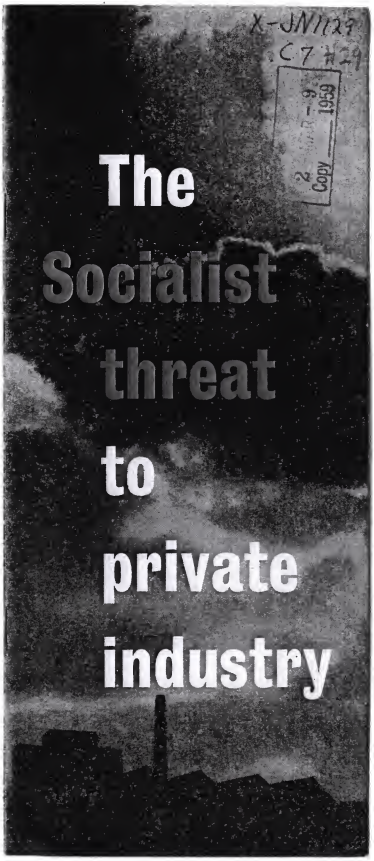
No. 10 NOV., DEC., 1959

X-JN1129
.C7

#28

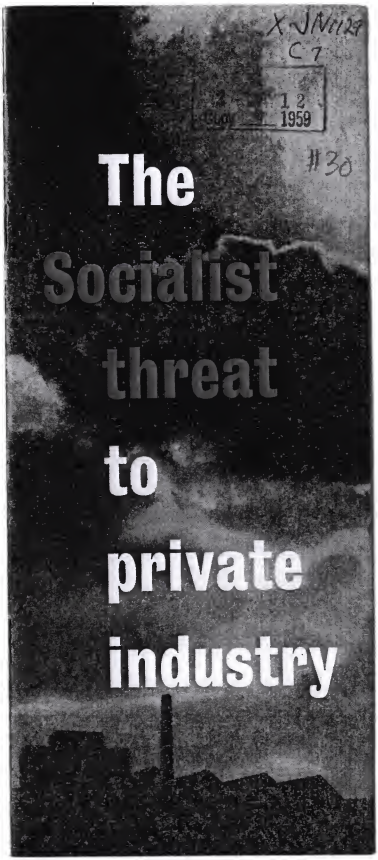
How Conservatives have helped the British People

9th Edition · Price 9d



X-JN1123
C7 #24
1959
2
Copy

X JN119
C7
1 2
1959
#30



THEY'VE GOT A LITTLE LIST!
#31
2 - MAY 29 1959
Copy
X-JNIV29
.C7

#32
X-JN 1129
.C7

2 -AUG 20
Copy ____ 1959

X-JN1129
.C7

#33

STEEL: *four vital tests*

EXPANSION AND DEVELOPMENT, FINANCIAL SELF-SUFFICIENCY, SERVICE TO THE NATION, LABOUR RELATIONS

2 -AUG 18
Copy ____ 1959

X-JN1129
.C7
434

STEEL: *four vital tests*

EXPANSION AND DEVELOPMENT, FINANCIAL SELF-SUFFICIENCY, SERVICE TO THE NATION, LABOUR RELATIONS

X-JN1129
.G7
3 -AUG 24
Copy 1959
#35

GLOSSED OVER!

Socialist Plans Explained and Exposed

SIXPENCE

X-JN1129
.C7

#36

GLOSSED OVER!

Socialist Plans Explained and Exposed

SIXPENCE

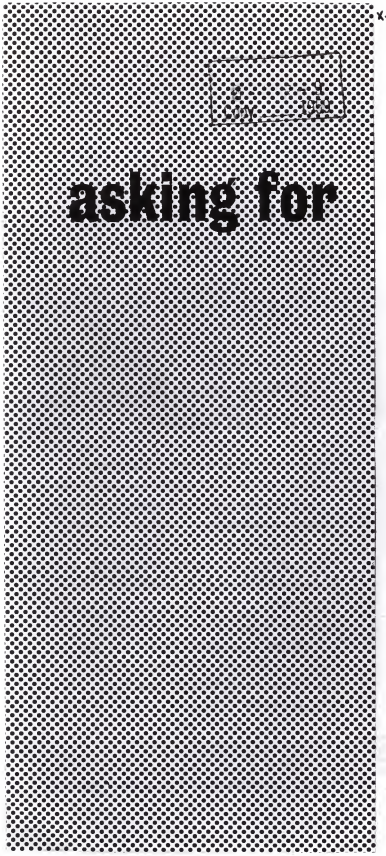
X-3111/29
09
#37

THE RIGHT HON. R.A. BUTLER, C.H., M.P.

Tomorrow our responsibility

CONSERVATIVE POLITICAL CENTRE · Sixpence

X-JW1129
.C7



#38

X-JN 1129
.C7

HAPPIER HOLIDAYS

#39

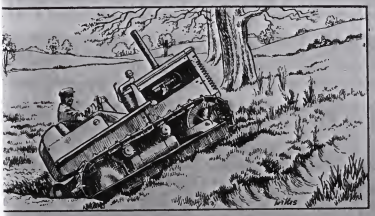
2 - AUG - 5
Copy ____ 1959

Twice as many people
do twice as well
in Britain

X-JN1129
C7
#40
2 -AUG 17
Copy 1959

AID FOR AGRICULTURE

During nearly 8 years of office, the Conservatives have consistently helped those whose living depends on British agriculture. In particular, they have:



"Reintroduction of Production Grants."

- 1 Through reintroduction of Production Grants and higher prices, restored the momentum lost under the Socialists.
- 2 Achieved a smooth change-over from bulk buying and allocation of food to methods more suited to plentiful supply.
- 3 Through long-term assurances, provided greater security than did the Socialists.
- 4 Introduced Improvement Grants—one-third the cost of improvements to fixed equipment.
- 5 Brought in a scheme of special help to small men farming 20-100 acres.
- 6 Given producers a ***statutory right*** to countervailing duties on dumped or subsidised exports to Britain.

(Above) *"Greater security through long-term assurances."*
(Below) *"Protection from dumping by competitors."*

For all engaged in Farming

LIFE IS BETTER WITH THE CONSERVATIVES

PY4498. Published by the Conservative and Unionist Central Office, 32 Smith Square, S.W.1., and Printed by Frowde & Co. (Printers) Ltd., London, S.E.1.

X-JN1129
'C7
#41
2 - AUG - 5
Copy 1959

MORGAN'S MOUTHFUL

by HAROLD WINCOTT

The following article is reproduced, by permission, from The Financial Times dated Tuesday, June 9, 1959

I wonder whether Mr. Morgan Phillips appreciated quite how much dynamite he packed into his speech to the Amalgamated Society of Woodworkers at its conference last week? Mr. Phillips, as you may have read, was talking about take-over bids in general and about the Sears bid for Watney Mann in particular. Four vital points arise from the 116 words he devoted to the matter. Our Morgan said quite a mouthful in fact.

First, he spoke of the "increase in capital value, untaxed, of £4,500,000" arising from the Sears bid. We can draw two conclusions from this reference. Either Mr. Phillips was foreshadowing that the Labour Party will introduce a tax on unrealised capital gains. Or he was misleading his audience into thinking that any rise in capital values will produce revenue for a Labour Government. For, clearly, unless unrealised capital appreciation is to be taxed, the £4,500,000, impressive though it doubtless sounded to the woodworkers, is quite irrelevant: the realised profits accruing from the announcement of the Sears bid may have been substantial but they must have been much less than £4,500,000.

Capital Gains Tax

Secondly, consider carefully what Mr. Phillips went on to say next, for it is very important in a wider context. "The only way to prevent this kind of thing being used to exploit the community," Mr. Phillips continued, "is to ensure that a Labour Government is returned to impose, *until we can establish Socialism*, a capital gains tax." There we have it. Mr. Phillips, and his party, can protest and protest in speech and in print that they intend no nationalisation of British industry beyond that already announced; that the National Superannuation Fund will do no more and no less than any present institutional investor does in the way of investing its income. But the words of Mr. Phillips last week which I have italicised show precisely how much reliance we can place upon those protestations.

Every time, in fact, you come back to the same premise. The Socialists hate individual capitalists—at least so long as those individual capitalists prosper. The capital gains tax to which the Socialists are committed is obviously to Mr. Phillips, a stopgap, an expedient, something to be employed merely as second-best until the Labour Party's ideal world is reached. And in that ideal world there will be no private shareholders to benefit from rising values.

Legitimate Aim

Well, of course, that is a perfectly legitimate aim. There are, after all, no private shareholders in various countries in the world to-

2 -AUG 17 X-JN1129 .C7
Copy ... 1959
#42

The Prime Minister and some

TORY WINNERS

Notable "Doubles" of the past Seven Years

Following are extracts from a speech by the Prime Minister, The Rt. Hon. HAROLD MACMILLAN, M.P., at a Mass Meeting following the Conservative Women's Conference in the Royal Albert Hall, London, on June 25, 1959

I HAVE heard it said that a woman can always get her ideas put into practice by convincing a man that they are his own.

Well, there is no doubt a great deal of truth in that. But today no woman in Britain need rely solely on these indirect methods, for over the past 50 years or so their opportunities of taking a direct part in many aspects of the life of the nation have been greatly widened . . .

Lords and Ladies

The latest example of the storming of former male preserves is the creation of life peeresses. They are now making their mark in the House of Lords... We are determined that throughout our national life, there shall be no unfair discrimination against women . . .

> "At the point where we now stand I think both friends and foes must agree that the position of our Party is stronger today than for a long time past."

A Conservative Government is introducing equal pay for equal work in the public services. We want girls to have as good an opportunity for education as boys. We want more girls to take up some form of further education after leaving school so that they can have full opportunity to play their part in this exciting age in the outside world as well as in the home. And talking of homes, there has been an element of discrimination there . . .

House Purchase

Early this year, Mr. Henry Brooke, the Minister of Housing, took up the question of women applicants for house purchase loans with the Building Societies Association . . . . Mr. Brooke got an assurance that where a woman applicant for a loan is in a regular job, the general policy of the Societies will be to treat her in exactly the same way as a man. Between the wars, Conservative legislation did a lot to safeguard the position of married women, and to strengthen their rights in connection with children and property.

Recently we have introduced in England and Wales the sound Scottish principle that maintenance orders can, where necessary, be enforced through the attachment of wages, where there is failure to make the proper payments.

Again, throughout the whole of the Social Services we have placed special emphasis on the needs of women and children. In dealing with questions specially affecting women and children the Conservative Party has a fine record . . . .

Jobs and Prices

I cannot remember a time since I entered Parliament thirty-five years ago when the country has enjoyed both [stable prices and full employment] at one and the same time. We have always had the curse with the blessing—before the war the curse of unemployment along with the blessing of low prices; since the war the curse of rising prices along with the blessing of full employment.

But today we have full employment and we have stable prices.

Let us make sure we keep it that way. For these things have not come about by accident. They are the result of the commonsense of our people under a Government which is not afraid to do the right thing in the national interest . . .

Pay less — Get More!

The other day I talked about the achievement of stable prices and full employment as a notable double . . . . But here is another double. And at even longer odds—increased expenditure on social needs and at the same time cuts in taxation. The increase in expenditure on the social services, which we were accused of wanting to slash, has been some £1,400,000,000 in our term of office.

As for the reductions in taxation, direct or indirect, these are the facts. Had we not made them we should be exacting from the people at the old

X-JN1129
.C7
#43

DEFENCE

No topic today is more controversial than defence. Few are more widely misunderstood. Here we give brief answers to some of the most frequently heard questions on this vital subject.

Copy 23 SEP 1960

WHAT IS CONSERVATIVE DEFENCE POLICY?

We should like comprehensive disarmament by all nations under proper international controls. Until that takes place, we aim to PREVENT war by joining in defensive alliances with the countries of the Western world. Such alliances are NATO, CENTO (in the Middle East) and SEATO (in South-East Asia).

By their mere existence, nuclear weapons make war less likely because a would-be aggressor knows that even a few H-bombs falling on his country would do more damage than he could accept in any attempt to rule the world by force. So the Aldermaston marchers want us to throw away the one weapon which can PREVENT war.

Before the advent of nuclear weapons, two world wars occupied 10 out of 30 years. They caused immense destruction and, even more important, appalling loss of life. We must PREVENT that happening again. We therefore believe it is right that we should possess this nuclear weapon as a DETERRENT of war.

WHY DO CONSERVATIVES SAY BRITAIN MUST HAVE ITS OWN NUCLEAR DETERRENT WEAPONS, INSTEAD OF LEAVING THEM TO AMERICA, AS THE SOCIALISTS NOW WANT?

Until April, 1960, Conservatives, and most Socialists, agreed that Britain should have its own nuclear weapons.

THE CHOICE!

UNDER SOCIALISM there would be a "policy of drastic economic control without which the new benefits cannot possibly materialise."
Mr. John Strachey, M.P., former Socialist Minister, in The New Statesman, Feb. 6, 1954.

If these controls are introduced so must those for the CONTROL OF LABOUR.

And as Mr. G. D. H. Cole has said:—

"As we advance further towards a Socialist society the planning of wages will become indispensable"

In other words the end of Trade Unions as we know them today and the worker left to the tender mercy of a bunch of civil servants.

WITH THE CONSERVATIVES

"In effect what I am trying to work with is a great living industrial partnership trying to bring about the prosperity of the country, which cannot be had unless we work together in a partnership of that kind with mutual confidence and goodwill".
(Sir Walter Monckton, Minister of Labour, Blackpool, 1954.)

EMPLOYMENT AT A RECORD LEVEL

Mr. Robens, former Socialist Minister, said in the House of Commons on March 3, 1952:

"In my view before the end of the year the unemployment figure will reach one million."

The truth:

October, 1951, when the Conservatives took over:
Total in Employment 22.4 million
Total Unemployed 264,000

October, 1954:
Total in Employment 22.6
Total Unemployed 254,000

WITH THE HIGHEST PRODUCTION EVER

VOTE CONSERVATIVE

G.E.8 Published by the Conservative and Unionist Central Office, Abbey House, Victoria Street, Westminster, S.W.1, and printed by Press at Coombelands Ltd., Addlestone, Surrey